

## **PERANCANGAN PROMOSI BLACKBONE COFFEE MELALUI MEDIA KOMUNIKASI VISUAL**

**FADHLI RAHMAT WIJAYA**

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### **ABSTRAK**

Perancangan media promosi Blackbone Coffee dilakukan untuk menarik konsumen pada hari biasa di jam tertentu sehingga dapat meningkatkan pemasukan perusahaan. Dengan adanya perkembangan coffee shop di kota Semarang yang sangat pesat, menimbulkan adanya keanekaragaman, produk, sistem pelayanan, gaya dan keunikan dari ciri khas bangunan seperti Blackbone Coffee. Pada hari biasa yaitu senin-jumat tidak mendapatkan pelanggan sebanyak pada jam lepas kerja (after hours) maupun saat akhir pekan. Eksistensi Blackbone Coffee di daerah sekitar memiliki persaingan ketat. Konsep Blackbone Coffee dengan desain bangunannya menggunakan kontainer yang tersusun unik, nuansa outdoor yang asri, nyaman, serta didukung fasilitas yang lengkap dan harga yang terjangkau. Dengan keunggulan yang dimiliki, Blackbone Coffee harus melakukan kegiatan promosi agar dapat bersaing dengan kompetitor. Perancangan media promosi ini dibuat berdasarkan hasil analisa metode SWOT yang menghasilkan strategi pemasaran dalam Matrix SWOT. Kegiatan promosi dilakukan menggunakan baliho, flyer, spanduk, x-banner, voucher card, voucher stamp, merchandise berupa mug, totebag, dan sticker. Melalui media promosi akan meningkatkan pemasukan dan jumlah pengunjung pada jam kerja (office hours) di hari biasa (weekdays).

Kata Kunci : Blackbone Coffee, coffee shop, perancangan, media promosi

## **PROMOTION DESIGN OF BLACKBONE COFFEE USING VISUAL COMMUNICATIONS MEDIA**

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### **ABSTRACT**

The design of Backbone Coffee promotional media is done to attract consumers on a typical day at certain hours so as to increase the income of the company. With the development of coffee shop in the city of Semarang is very rapid, creating the diversity, products, service system, style, and uniqueness of the typical building such as Backbone Coffee. On weekdays, Monday-Friday does not get customers like during after hours and during weekends. The existence of Backbone Coffee in the surrounding area has a high competition. Backbone Coffee's concept with building the design using unique arranged containers, beautiful outdoor shades, comfortable, and supported by complete facilities and affordable prices. With the advantages possessed, Backbone Coffee must conduct promotional activities in order to compete with competitors. The design of this promotional media was made based on SWOT method analysis result which produces marketing strategy in Matrix SWOT. Promotional activities using the billboards, flyers, banners, x-banners, voucher cards, stamp vouchers, mug merchandise, tote bag, and stickers. Through the promotion media is expected to increase revenue and the number of visitors during office hours on weekdays.

**Keyword** : Backbone Coffee, coffee shop, design, promotion media